

ITEM 9-A

PLANNING BOARD STAFF REPORT

DATE: June 13, 2011

TO: HONORABLE PRESIDENT AND MEMBERS OF THE
PLANNING BOARD

FROM: Andrew Thomas, Planning Services Manager
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APPLICATION: **Tentative Parcel Map – PLN11-0077 – 2601 to 2901 Harbor Bay Parkway – Alameda Waterfront Development Investors I, LLC c/o SRM Associates.**
The applicant requests approval of a Tentative Parcel Map for the construction of four previously approved office buildings on approximately 11 acres. The site is located within the Harbor Bay Business Park.

ZONING DISTRICT: C-M-PD, Commercial Manufacturing Planned
Development Zoning District

GENERAL PLAN: Business Park

ACRONYMS:
AMC – Alameda Municipal Code
CEQA – California Environmental Quality Act
C-M-PD, Commercial Manufacturing Planned
Development Zoning District
EIR – Environmental Impact Report
FDP – Final Development Plan
HOA – Home Owners Association
LEED – Leadership in Energy and Environmental
Design
TIF – Transportation Improvement Fund

EXECUTIVE SUMMARY

In 2010, the City of Alameda Planning Board and City Council approved a Design Review and Development Plan application to construct a new waterfront headquarters for VF Outdoors that would consist of five office buildings and associated facilities including but not limited to, a cafeteria, recreational facilities, parking, landscaping, and other improvements on a vacant 13.7 parcel located on Harbor Bay Parkway in the Harbor Bay Business Park. The project is targeting a comprehensive LEED-Gold NC (new construction) certification.

VF Outdoor is the flagship division of VF Corporation, a \$7 billion American apparel company. VF Corporation is currently ranked #310 among the Fortune 500 companies. VF Outdoors would like to occupy the first phase of their new Alameda headquarters by summer 2012. At full build out, the VF Outdoors campus will become one of Alameda largest private sector employers with approximately 650 new jobs and one of Alameda's largest property tax payers.

The applicant, SRM Associates for VF Corporation, is now proposing a tentative map that would divide the existing phase one 11 acre parcel into four parcels to allow each of the four buildings in the first phase of the five building complex to occupy a separate parcel. The fifth building, which is proposed for the second phase of the campus is already located on a separate parcel of land. Upon completion, the five building campus would include five separate parcels totaling 13.7 acres as originally contemplated in the 2010 approvals.

The proposed subdivision is in compliance with the adopted standards and requirements for the property. Staff is recommending that the Planning Board approve the proposed subdivision as conditioned. A draft resolution of approval is attached as Exhibit A. The proposed tentative map is attached as Exhibit B.

BACKGROUND

VF Outdoor

VF Outdoor is the flagship division of VF Corporation, a \$7 billion-plus American apparel company headquartered in Greensboro, North Carolina. VF Corporation is currently ranked #310 among the Fortune 500 companies. Marquee brands under VF include Wrangler, Britannia, and Lee. VF Outdoor brands include: North Face, Vans, JanSport, Kipling Europe, Reef, Napapijri, Eastpak, Eagle Creek, and Lucy.

The Alameda campus will be the executive headquarters for VF Corporation's largest division, VF Outdoor and the division's most successful brand, The North Face. The campus will also include JanSport and Lucy, with the possibility of additional brands and future acquisitions to be located at the Alameda campus. With approximately 650 professional level positions, VF Outdoor will become one of the largest, private sector employers in Alameda.

Existing Entitlements:

The proposed office campus is located in the Harbor Bay Business Park. In 1981 the City approved a master Planned Development for the Business Park, and in 1989 the City approved a Development Agreement for the Business Park. The 1981 and 1989 decisions by the City established long term land use entitlements for the land within the Park in return for a number of public improvements and services that are provided by the Business Park. Pursuant the 1981 and 1989 agreements, the developers of the Business Park built all of the supporting infrastructure (streets, sewers, landscaping) for the business park, they built the Harbor Bay Ferry Terminal, constructed the public shoreline park that runs the length of the Business Park, and they established assessment districts for all of the property within the Business Park to create long term revenue sources to cover the costs to the City to maintain all of the new public infrastructure and operate a successful commuter shuttle service between the Business Park, the Ferry Terminal, and BART.

In return for these and other community benefits, the 1981 and 1989 agreements establish long-term entitlements to develop this parcel and others in the Business Park for office and commercial business use. Although the office use of the property is already approved by the 1981 and 1989 agreements, the City must approve the final development and architectural plans for each project within the park to confirm that the project complies with the approved development standards before building permits can be issued. This review is referred to as "Final Development Plan and Design Review".

In 2010, the City approved Final Development Plan and Design Review for a five building, two phased, office campus for the VF Corporation at 2221 Harbor Bay Parkway. The VF Outdoor campus is comprised of five two-story buildings. Four of the buildings are office buildings, and one of the buildings is an "amenities" building, which includes a campus café and fitness center for the employees and conference room facilities. The office buildings are 45,000 square feet each, and the "amenties" building (Building B on the site plan) is 25,000 square feet. The total size of the campus is 205,000 square feet.

The project will be developed in two phases. Phase 1 includes three office buildings and the amenities building (Buildings A through D on the site plan). The second phase will include the fifth and final building (Building E.) Phase 1 is approximately 160,000 square feet total, and Phase 2 is approximately 45,000 square feet.

In May 2011, work began on Phase I of the new Alameda campus for VF.

ANALYSIS

The proposed Tentative Parcel Map is necessary to subdivide an existing 11 acre property into four individual parcels. Each of the four parcels, labeled "A" through "D" on the proposed map would be occupied by one of the four buildings and a

portion of the parking and landscaped areas in the first phase of the campus development.

The four parcels vary in size from 2.17 acres to 3.2 acres in size. Each parcel includes frontage on Harbor Bay Parkway, but in accordance with the previously approved site plan, only three of the four parcels would include automobile access from Harbor Bay Parkway. The proposed parcel map ensures that each building includes a front, side, and rear yard setback from each property line.

The proposed map is consistent with the requirements of the City of Alameda Subdivision Ordinance, the State of California Subdivision Map Act, and the previously approved 2010 Final Development Plan and Design Review application.

Although each building would occupy a separate parcel, the campus will continue to function as an integrated office campus. Cross easements allow access across the parcels for shared parking and automobile, emergency vehicle, and truck access. A project Reciprocal Easement Agreement will provide for reciprocal easements for utilities, drainage, ingress and egress, parking, and maintenance of common facilities.

Tentative Parcel Map 10006 has been reviewed by City staff and has been found to meet the requirements contained in the City of Alameda Subdivision Ordinance and the California Subdivision Map Act. Pursuant to AMC 30-78.5, the necessary findings for the Tentative Map are included in the Draft Resolution and below:

1. The proposed subdivision is in substantial conformance with the General Plan and Planned Development for Village V, Harbor Bay Isle, which specifies commercial development for this site as part of the Business Park land use designation.
2. The Tentative Map is in substantial conformance with the land uses, development regulations, parking standards, and park and open space guidelines established in the approved Planned Development for Village V, Harbor Bay Isle (PD-81-2).
3. The site is physically suitable for the proposed office/business park project on the proposed 4 parcels totaling 11 acres. The site will be graded to accommodate the proposal and is located adjacent to existing infrastructure that has the capacity to accommodate the proposal.
4. The site is physically suitable for this type of development. The proposed density of the 4 parcel, 11-acre project is less than the maximum 35% - 40% lot coverage established by the Planned Development for Village V, Harbor Bay Isle.

5. The design of the subdivision and proposed improvements will not cause substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat. An Addendum to the Final Environmental Impact Report for the Harbor Bay Isle Development was approved by the City, which evaluated the environmental impacts of the Planned Development and established measures that would mitigate potentially significant impacts to a less than significant level.
6. The design of the subdivision and its improvements will not conflict with existing easements for the public at large for access along the front and rear of the property within the proposed subdivision. The project will include private access through the property and all existing public easements will be preserved, and additional private access and other easements are being provided. Easements for parking, traffic circulation, surface drainage runoff, and utilities are required as conditions of the Final Map.
7. The design of the subdivision and its improvements will not cause public health problems.

ENVIRONMENTAL REVIEW

The original Harbor Bay Business Park Planned Development was evaluated previously in an Environmental Impact Report prepared by A. D. Little. Pursuant to Section 15162 of the CEQA Guidelines, no additional environmental review is required for this application. The draft resolutions for this project contain findings pursuant to California Environmental Quality Act Guidelines Section 15162.

There have been no significant changes in circumstances that require revisions to the previously certified Environmental Impact Report. The proposed project is not likely to cause substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat.

Staff did request that the site be re-checked for endangered species, specifically burrowing owls. A biologist surveyed the site with Environmental Services Associates in July. No owls or other endangered species were found.

PUBLIC NOTICE

A notice for this hearing was mailed to property owners and residents within 300 feet of this site, published in the Alameda Journal and posted at the subject property. The public notice was also forwarded to each of the homeowner associations in Harbor Bay. Staff has not received any public comments on this project.

RECOMMENDATION

That the Planning Board 1) Hold a public hearing on PLN10-0192, and 2) approve the attached Resolution approving the Final Development Plan and Design Review.

RESPECTFULLY SUBMITTED BY:

ANDREW THOMAS
PLANNING SERVICES MANAGER

ATTACHMENTS:

1. Draft Resolution approving the Tentative Parcel Map 10006
2. Tentative Parcel Map 10006